



Re360 Green Boxes Make Recycling Empty Beverage Containers Faster at Redemption Centres and Reduce Ecological Footprint

MONCTON (NB)— APRIL 17, 2018 — Encorp Atlantic's [re360 green recycling boxes](#), which allow customers to save time when redeeming their empty beverage containers, are being introduced to celebrate Earth Day (April 22) 2018 in two new redemption centres in New Brunswick: Dépanneur Fairisle (Fairisle) and Maurice Thibodeau Redemption Centre (Rivière Verte).

This recycling pilot project was first launched in 2017 by [Encorp Atlantic](#) as a way to improve recycling rates by helping redemption centres make redeeming deposit-bearing beverage containers faster and more practical for New Brunswickers. [Since 2014, Encorp Atlantic's innovative recycling pilot projects part of the "\(re\)" \(i.e. "research"\) initiative have been exploring and testing new methods of redeeming used beverage containers.](#) Goals include improving recycling rates in New Brunswick and consumer convenience as well as increasing redemption centre productivity levels.



The [re360 green recycling boxes](#), made from post-consumer plastic and designed to fit 60 empty beverage containers, are meant to simplify the customer's and the redemption centre's process. For each reusable box filled with 60 deposit-bearing containers, customers receive a \$3 refund on the spot. Customers who use the *re360* green boxes have priority service: they do not need to wait in line and are able to leave immediately with their emptied boxes. The *re360* boxes can contain any type of [New Brunswick deposit-bearing beverage containers](#).

"With the *re360* green recycling boxes, we are avoiding the use of plastic bags when people collect and return their empty beverage containers for recycling at redemption centres," explains Encorp Atlantic General Manager Pierre Landry. "This reduces our ecological footprint. Customers are also saving money in the long run because they do not have to purchase plastic bags."

Dépanneur Fairisle (1071 Route 445, Fairisle, NB) and Maurice Thibodeau Redemption Centre (13 790 Route 144, Rivière Verte) will now offer the [re360 green recycling boxes](#) to their customers free of charge for a limited time. The goal is to get all their customers to use the boxes. With the addition of these two rural redemption centre test sites offering the *re360* boxes to all customers, there are now four redemption centres in the province participating in the *re360* pilot

project. Two urban redemption centre test sites (Valley Redemption Centre at its 323 Collishaw Street, Moncton and 665 Babin Street, Dieppe locations) have been offering the re360 boxes since 2017.

[Encorp Atlantic](#) is collecting feedback from the participating redemption centres' staff and customers as it considers the re360 box as a tool that could be offered to all redemption centres throughout the province and thus integrated to daily operations. Encorp invites residents in the participating redemption centres' regions to inquire about the [re360 green recycling boxes](#) and pick some up during their next visit.

[Encorp Atlantic](#) plans to make the [re360 green recycling boxes](#) available to more and more redemption centres throughout the province who show an interest in the project. Redemption centres can inquire about the project by contacting Encorp's office at info@encorpatl.ca or 1-877-389-7320.

About Encorp Atlantic

[Encorp Atlantic](#) provides used beverage container management services to organizations that distribute deposit-bearing non-alcoholic beverage products in New Brunswick. Encorp Atlantic represents more than 85 non-alcoholic beverage product distributors and is responsible for processing and recycling all non-alcoholic deposit-bearing beverage containers received by redemption centres in the province. Every year, Encorp Atlantic manages more than 160 million post-consumer non-alcoholic beverage containers.

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